

The Greene School
Fundraising Committee meeting minutes
Wednesday July 20th 2016 at 5:30PM
94 John Potter Rd
West Greenwich, RI 02817

Committee members present: Octavia Abell, Laura Clavette, Amy Pratt, MaryJane Sorrentino, Josh Laplante, Alex Edelman, Lisa Cash, Michelle Macrae

Open Session:

1. New database

- a. Michelle spoke about the database, Little Green Light (LGL). She feels like it's a great program for data and tracking relationships with contacts. She has imported all the contacts from our constant contact list. There were over 1300 errors, so she called Jean, Highlander charter school's development person, who has been helping her fix this and has been a huge support to her.
- b. The database can also organize information into groups, like potential board members, donors, parents, alumni and can generate reports when needed and can keep track of things like who doesn't read anything sent electronically, who does not like to drive at night-time, who is not available during day time hours. Eventually we will use this for our fundraising software management. She asks that we send her contact information as we network and meet people so she can keep track of the information. We will check with Tamar to see where information goes when people visit the website and sign up for newsletters- we think it goes to constant contact. **We plan to have a monthly import of information in our constant contact to LGL.** We will still use constant contact for our newsletters.
- c. Michelle states that one thing she really likes about this database is that anyone can look at it and find the information they need in case she is ever unavailable.

2. Fall fundraising event

- a. We spoke about what we have done in the past , what has worked and what we do not want to replicate. Everyone agrees Bidding for Good wasn't a huge moneymaker. Josh likes to have more community involvement for fundraisers/fundraisers. Mary Jane suggests we have events in a centralized location.
- b. We decided to have a large scale fall fundraiser (like our credentialing celebration this past school year). Octavia will see if we can have it at the Waterman Grill- she has a connection there. If anyone else has connections to restaurants centrally located, please see if they would host us. We will probably need to charge a small ticket price for food/drinks. This way we are using the fall to build our relationships, we must follow up with people that attend the event and capture their data.

- c. Mary Jane would also like to use these type of events to capture potential board members, but also thinks that smaller, more intimate meetings would then be good to really discuss board member expectations with them.
 - d. Alex also suggested having the event in a public place so others will notice and will possibly want to learn more about the school.
 - e. **The plan for now is to have a fall friendraiser on Thursday, October 20th from 6-8 PM at the Waterman Grill or another nice location. Board members can reach out to any connections they have.**
 - f. We also discussed the importance and the potential of the 100 mile radius dinner to be even bigger and better. Being that this is also an intensive and an educational event- it really draws people into see some of the type of learning taking place at the school.
 - g. Octavia would like to eventually have an annual Greene School Gala and named some ideas of ways to raise money at this type of event such as having guests donate/purchase actual items the school needs- you feel good that you have truly supported the school.
3. Annual fund planning
- a. Typically done in the fall and the spring. For us, we will start this in the spring and can be built right into the calendar. Target alumni and ask for any amount they can give and then record the percentage of how many donated. Will show how alumni still support the school.
 - b. **We also discussed board member donation/philanthropy which can show donors how invested we as a board are in the school. Will be discussed further in the governance committee.**

Action items are in bold. Meeting adjourned at 6:27PM